

OMB NO. 1124-0003; Expires February 28, 2014

U.S. Department of Justice
Washington, DC 20530**Amendment to Registration Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended****INSTRUCTIONS.** File this amendment form for any changes to a registration. Compliance is accomplished by filing an electronic amendment to registration statement and uploading any supporting documents at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration No.
Ketchum Inc.	5758

3. This amendment is filed to accomplish the following indicated purpose or purposes:

- ☐ To give a 10-day notice of change in information as required by Section 2(b) of the Act.
- ☒ To correct a deficiency in
- ☐ Initial Statement
- ☒ Supplemental Statement for the period ending November 30, 2011
- ☐ Other purpose (specify) _____
- ☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list:

Exhibit A
Exhibit B
Additional Attachment A and ~~BC~~

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (If space is insufficient, a full insert page must be used.)

Addition to Section 9 of the Supplemental Statement to add Tourism Australia.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹)

¹ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

ATTACHMENT A
to
Ketchum Inc.
Supplemental Statement

Section 11: During this reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement?

Activities of Ketchum representatives on behalf of Tourism Australia ("Client") were as follows:

NOVEMBER 2011

Administration

- Conducted conference call with Qantas
- Conducted G'Day outreach

IMHP (International Media Hosting Program)

- Planned and executed trip for Patrick Carone of Maxim
- Confirmed and began planning trip for Laura Brown of Harper's Bazaar
- Confirmed interest in travel from:
 - Peter Greenberg of AARP.com and PeterGreenberg.com
 - Julie Levine of New York Times, New York Magazine and Delta Sky
- Compile Media Target List for IMHP

Media Relations

- Sent introductory emails to reporters
- Luxury food experiences, pitched to:
 - Elite Traveler
 - Departures Magazine
 - Chicago Tribune
 - Chicago Sun Times
 - San Francisco Chronicle/Bad Latitude
 - Gadling, Wine Enthusiast
 - Robb Report

Partnerships

- Set up meeting for Tourism Australia with JP Morgan Chase

ATTACHMENT C
to
Ketchum Inc.
Supplemental Statement

Section 14: During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

Ketchum received \$19,109 to cover fees and expenses for providing services for the benefit of Tourism Australia during the reporting period.